



*Highlights from Our*  
**2025 ANNUAL REPORT**



**SEIZING THE  
MOMENT**

## OUR VISION

An Africa where sustainable development includes thriving wildlife and wild lands as a cultural and economic asset for Africa's future generations.

## OUR VALUES

### BALANCE

Recognizing the intrinsic value of wildlife existing in harmony with people and their needs

### EMPOWERMENT

Building the strength of others to accomplish what no one individual can do alone

### INNOVATION

Fostering new approaches to shape the future of modern Africa

### LEADERSHIP

Amplifying the unlimited potential of Africans to lead solutions for the continent and the world

### INCLUSIVITY

Inviting diversity into partnership as the only path to mission success

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FRONT COVER: ELEPHANTS IN AMBOSELI NATIONAL PARK. THE PARK, WHICH INCLUDES TRADITIONAL LANDS OF THE MAASAI PEOPLE, LIES WITHIN KAJIADO COUNTY, ONE OF KENYA'S FASTEST GROWING COUNTIES. AWF IS PARTNERING WITH THE COUNTY GOVERNMENT TO DEVELOP A FORMAL INVESTMENT PLAN TO BALANCE CONSERVATION AND ECONOMIC GROWTH AS STEWARDSHIP OF THE PARK TRANSITIONS TO THE LOCAL COMMUNITY.

## LETTER FROM THE CEO

# Seizing the Moment

This year marked a moment of global disruption, with shifting international investment priorities, changing geopolitical alliances, and impatience for the status quo expressed across the world.

What became clear amid this disruption is that Africa's relationship to the world and our governments' relationships with their constituencies are changing. African youth are demanding their seats at the table. There is demand for greater sovereignty in decision-making and more transparency from leaders, and an appetite for solutions to conservation and development challenges grounded in national and continental priorities. Conservation as it is practiced on the continent needs to adapt.

As Africa's international conservation NGO, AWF is uniquely positioned for this moment. Our 10-year strategy emphasizes supporting African decision-making and linking conservation to the aspirations of the continent's people. Five years into the execution of the strategy, our approach is successfully building capacity and resilience on the continent, helping national and local leaders navigate choices and embed conservation into their long-term planning.

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Our strategies and partnerships are successfully building capacity and resilience on the continent, helping national and local leaders navigate choices and embed conservation into their long-term planning.

**KADDU SEBUNYA**  
AWF Chief Executive Officer



AWF CEO KADDU SEBUNYA DURING HIS PRESENTATION AT THE 2025 SALZBURG GLOBAL WEEKEND

Looking at our accomplishments for fiscal year 2025, you will see how essential our emphasis on African leadership is in delivering durable conservation outcomes. It is the foundation of everything we do. Whether creating green growth investment plans in Rwanda and Kenya's Kajiado County, convening policy dialogues with ministers and heads of state, enhancing wildlife law enforcement and protected area management, or creating professional and economic opportunity for Africa's youth, AWF works for Africa's people and wildlife by supporting effective homegrown conservation leadership.

At the continental level, our work this year with the African Union and the Africa Protected Area Directors network reinforced lessons we see daily: Africa is most influential when institutions are prepared, positions are unified, and leadership is backed by evidence. This is important because Africa is entering a new era of global influence. The question is no longer whether the continent will lead, but how, and whether that leadership will be grounded in long-term investment, strong governance, and a clear understanding that conservation is foundational to Africa's stability and prosperity. AWF is here to help our leaders make choices that promote a future where people and wildlife thrive.

Africa has **11** of the world's fastest growing economies

**60%** of the population is under age **25**

**AFRICA HOLDS:**

**~25%** of global biodiversity

**30%** of the world's critical minerals

Our work would not be possible without supporters and strategic partners like you. Together, we can be part of building a future where conservation is recognized not as an external obligation but as a cornerstone of economic growth.

Asante sana,

**Kaddu Sebunya**  
AWF Chief Executive Officer

# What Makes Us Unique?

## Organizational Goals

### LEADING FOR WILDLIFE

Africans across all levels of leadership—continental, regional, national, and local—create and contribute to growth that recognizes the value of nature and nature’s ecosystem services.

### LIVING WITH WILDLIFE

Africa’s ecosystems and the services they provide—to people and wildlife—are conserved and restored.

### CARING FOR WILDLIFE

Africa’s wildlife is conserved *in situ*.

As Africa’s international conservation NGO, our work is in service of the well-being of Africa’s people and wildlife. It begins with trust.

## Our Model



## Success Looks Like

Society and governmental decision-makers advocate for conservation

Local biodiversity economies are built and linked to national and global value chains

Wildlife is effectively conserved and managed by local organizations and national wildlife authorities

## IMPACT: At a Glance

Fiscal Year 2025

**90%**

AWF-monitored species populations stable or increasing

**46%** ↓

human-wildlife conflict where AWF had conflict mitigation programs

**142K**

Africans directly impacted by AWF conservation programs

**8.6M+ HA**

under active conservation management

**800K**

Africans indirectly benefitting from AWF conservation action

**10.5M+**

people reached through conservation media

**8**

national wildlife authorities supported to detect & deter wildlife crime

**~300**

government rangers and community wildlife scouts trained or directly supported

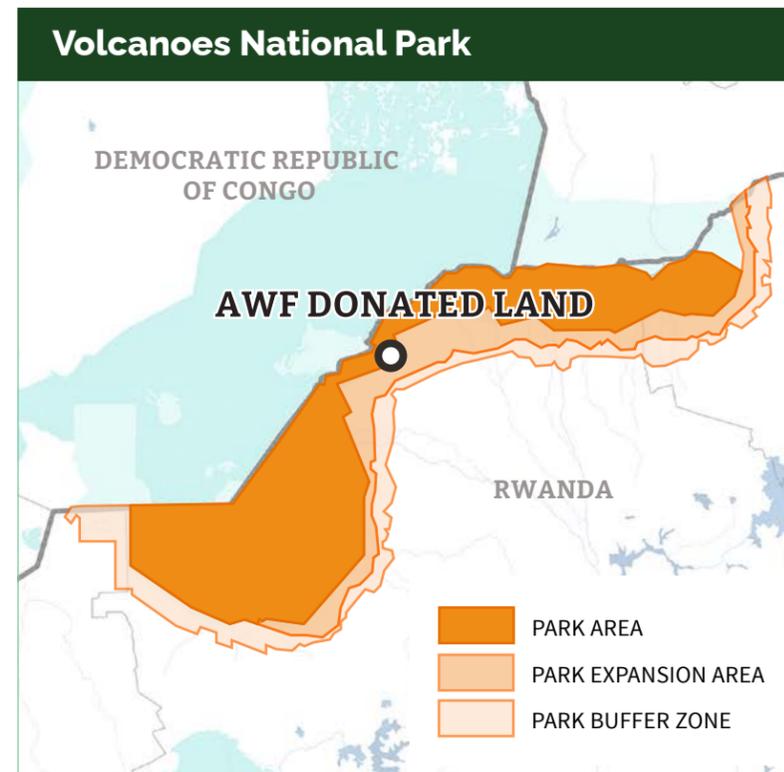
**684**

nature-based microenterprises supported

## APPLYING OUR APPROACH: Creating Space for Wildlife

This year, gorillas began using 27 hectares of restored land AWF donated to Volcanoes National Park. A business incubation program, launched in partnership with Inkomoko, began equipping local entrepreneurs with the skills and capital to build conservation-compatible enterprises. And a newly established Volcanoes Community Association Horticulture Hub began creating stable employment while demonstrating the economic viability of high-value agriculture.

These are not isolated projects—they are integrated components of a single, cohesive strategy to expand gorilla habitat in Volcanoes National Park while creating a thriving biodiversity economy in the region.



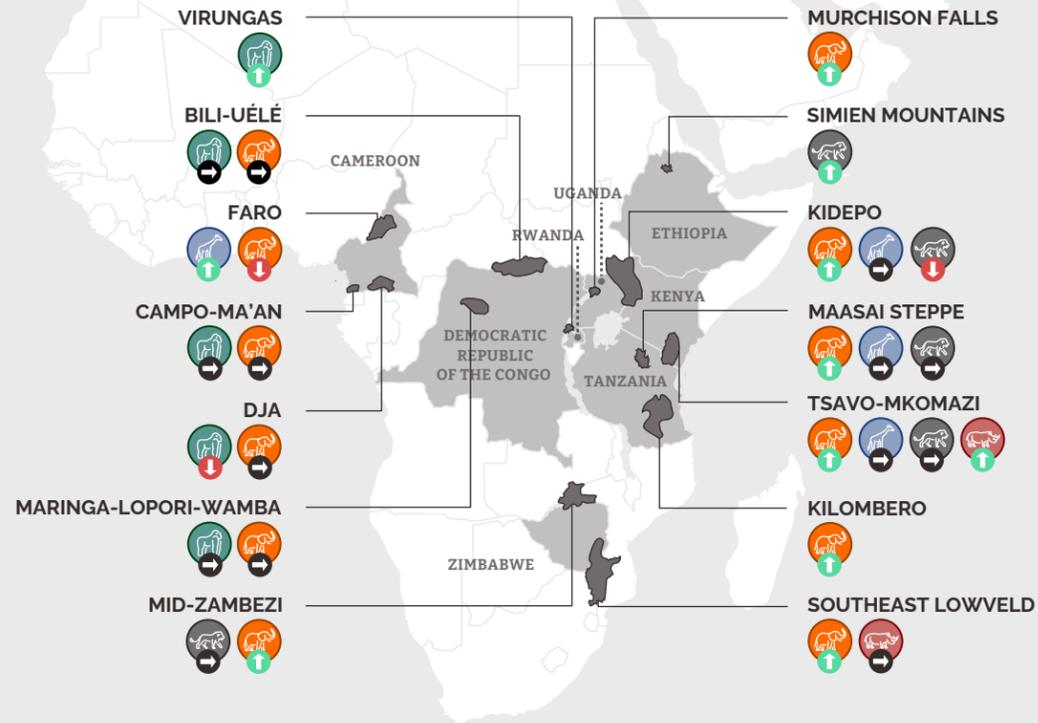
MOUNTAIN GORILLA ON LAND DONATED BY AWF FOR RESTORATION TO VOLCANOES NATIONAL PARK.

# Wildlife

## Status of Species Populations

Fiscal Year 2025

- ↑ Increasing
- ↔ Stable
- ↓ Decreasing



- |  |   |  |   |   |
|--|---|--|---|---|
| <p><b>Great Apes</b></p> <ul style="list-style-type: none"> <li>Bonobos</li> <li>Central and eastern chimpanzees</li> <li>Western lowland gorillas</li> <li>Mountain gorillas</li> </ul> | <p><b>Elephants</b></p> <ul style="list-style-type: none"> <li>Forest elephants</li> <li>Savanna elephants</li> </ul> | <p><b>Giraffes</b></p> <ul style="list-style-type: none"> <li>All species</li> </ul> | <p><b>Large Carnivores</b></p> <ul style="list-style-type: none"> <li>African wild dogs</li> <li>Cheetahs</li> <li>Ethiopian wolves</li> <li>Lions</li> </ul> | <p><b>Rhinos</b></p> <ul style="list-style-type: none"> <li>Eastern black rhinos</li> <li>Southern white rhinos</li> <li>Southern black rhinos</li> </ul> |
|--|---|--|---|---|

## Counter Wildlife Trafficking

Fiscal Year 2025

<b>~300</b> law enforcement personnel trained (DRC, Kenya, Ethiopia, & Tanzania)	<b>47</b> arrests supported by special investigations	<b>89%</b> conviction rate of 414 monitored court cases (DRC, Kenya, & Uganda)	<b>104</b> arrests resulting from canine searches at airports and border crossings
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The transition of canine deterrence and detection units in Botswana, Mozambique, Kenya, Uganda, and Tanzania to full government oversight was a major milestone this year in AWF's Counter Wildlife Trafficking Program, demonstrating our commitment to promoting long-term sustainability and African ownership.

# Conservation Geography

The Conservation Geography team applies geospatial analysis to support planning, monitoring, and learning at local, regional, and national levels. GIS analyses are informing a partnership with the Governor of Kenya's Kajiado County, who invited AWF to assist his office in creating a master plan for how the county can drive sustainable economic growth grounded in the Maasai community's relationship with Amboseli National Park. Work with wildlife authorities and other partners in the Faro (Cameroon) and Simien Mountains (Ethiopia) landscapes is leading to a more robust, consistent, and repeatable approach to spatial monitoring. And scenario modeling in Rwanda is helping the government plan for water use and manage water pollution by comparing status quo outcomes with a more sustainable green growth trajectory.



GEOSPATIAL ANALYSES ARE HELPING THE COUNTY GOVERNMENT NEGOTIATE SPACE FOR WILDLIFE AND LIVESTOCK IN KAJIADO COUNTY, KENYA, HOME TO AMBOSELI NATIONAL PARK.

## Wildlife Rescue: Cameroon

A lizard, two monkeys, and three tortoises—this isn't the start of a fable, but a real rescue story from Cameroon's Dja Faunal Reserve in March 2025, one of 29 rescues that took place in the landscape this year. The animals were recovered during an anti-poaching operation led by Cameroon's wildlife authority (MINFOF) in partnership with AWF and with support from the European Union and UNESCO. They went on to receive care at Mvog-Betsi Zoo.



DE BRAZZA'S MONKEY



FOREST HINGE-BACK TORTOISES



ZIMBABWEAN LAWYER IGNATIUS KUDAKWASHE MAERESA,  
2024 AWF-WALL POLICY FELLOW

AWF-Wall Policy Fellow Ignatious Maeresa is the founder of a Zimbabwe-based nonprofit that simplifies complex conservation issues to youth in remote communities. To date, he has partnered with 200 youth champions in rural communities in western Zimbabwe near Hwange National Park. Skills and experience gained from his 2024 fellowship have helped him in his efforts to introduce them to global conservation frameworks like the Ramsar and CITES conventions, linking local action to international policy. Maeresa's ambitions don't stop there. He is also advocating to criminalize intentional or negligent human destruction of the environment, known as "ecocide," and for the legal recognition of Indigenous peoples' rights under Zimbabwe's conservation law.

AWF-Wall Fellowships are designed for young conservation professionals under 35.

**108** early to mid-career managers & policy professionals in AWF-Wall Youth Leadership community



A continental movement was born when AWF helped to establish Africa's first wildlife club in Kenya in the late 1960s. Today, there are thousands of clubs across Africa, reaching primary and secondary school children through after-school programs. Recently, AWF built on our early legacy, establishing a national conservation education partnership with the Wildlife Clubs of Kenya (WCK). The pilot program launched this year in 137 schools in the Tsavo landscape, significantly increasing WCK's reach in this rural area.

**~52K** school-age children introduced to conservation education

The Global Environment Facility (GEF) is the largest funder of global biodiversity conservation in the world. Over the past 30 years, the GEF has invested US \$7.7 billion in Africa and leveraged more than \$50 billion from other sources. Around \$1.7 billion is being discussed in the current round of funding. In early 2025, AWF and the GEF began a partnership to ensure that these investments translate into tangible, lasting environmental progress on the ground.

Capitalizing on AWF's grassroots reach, on-the-ground conservation experience, and influence, the GEF approached us to ensure that GEF leads for individual African governments, known as "operational focal points," are supported in two ways. First, in aligning GEF programming in their countries with commitments under global environmental conventions. Second, in leveraging GEF funding to drive integration and the mainstreaming of environmental issues into development priorities and economic growth agendas. This year, we engaged operational focal points from 29 countries.



GEF OPERATIONAL FOCAL POINT TRAINING AT AWF HEADQUARTERS

**29** countries represented in AWF-GEF operational focal point workshops

In 2022, AWF partnered with conservation leadership across Africa on a big idea—establishing a network for protected area leaders to share learnings and advocate for the needs of Africa's 8,932 official protected and conserved areas. This group, known as the Africa Protected Area Directors (APAD) has emerged as a powerful platform for connecting protected area leaders from across the continent. Today, AWF acts as secretariat, supporting leaders like Omer Ntougou Ndoutoume, Executive Secretary of Gabon's National Agency for National Parks and APAD Co-Chair.

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The impact of my participation in the APAD network has been the strengthening of management perspectives for protected areas in Central Africa and Gabon, improved coordination of conservation policies, and increased visibility of biodiversity issues across the continent.

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**19%** of Africa's land is covered by protected and conserved areas

# How Conservation Contributes to Peace & Stability

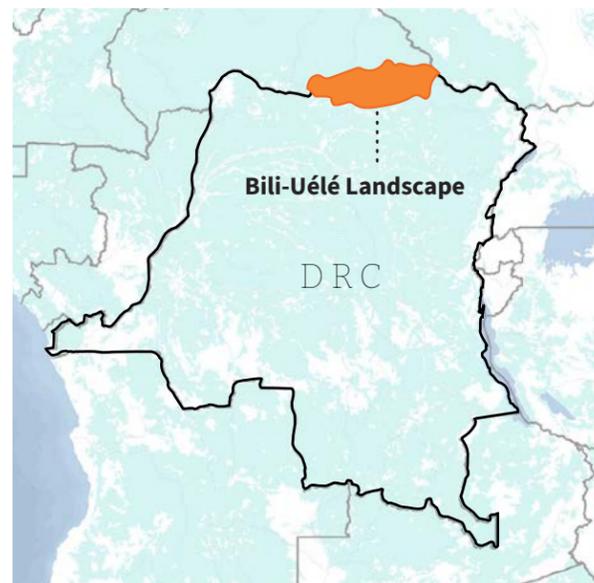
In northern Cameroon, Fulani herder Oumma Djaoudji is part of an AWF-supported initiative that has reduced conflict between seasonal livestock herders and local farmers in the Faro landscape by a remarkable 62 percent—a model that AWF is scaling up in areas such as the Bili-Uélé Protected Area Complex in the Democratic Republic of the Congo (DRC).

Combining expert knowledge, field intelligence, and aerial survey observations, AWF is partnering with the DRC's wildlife authorities to map pastoralist routes and rangeland across borders. This provides a data-based starting point for engaging with the herders and recommending alternative areas for pasture.

“We don't have to reinvent the wheel,” says Godefroid Azanga, AWF Transhumance Agent in the DRC. “We are inspired by Faro's experiences. Little by little, we will reach their level.”



OUмма DJAOUДИ IS A COMMUNITY TANGO LEADER HELPING TO NEGOTIATE ISSUES BETWEEN FARMERS AND HERDERS IN CAMEROON'S FARO LANDSCAPE.



“We're inspired by how AWF is tackling these issues [managing conflict in conservation] on the ground, institutionally, and in policy circles. I really have big hopes for the future because we're not just collaborators, we're becoming allies—helping to show others across Africa and beyond the huge potential in connecting conservation and peace.

**HELOISE HEYER**  
Conflict Sensitivity Lead & International Partnerships Manager, PeaceNexus Foundation

## Rights-Based Training

Fiscal Year 2025

**275**

Rangers sensitized to rights-based conservation

**28.5K+**

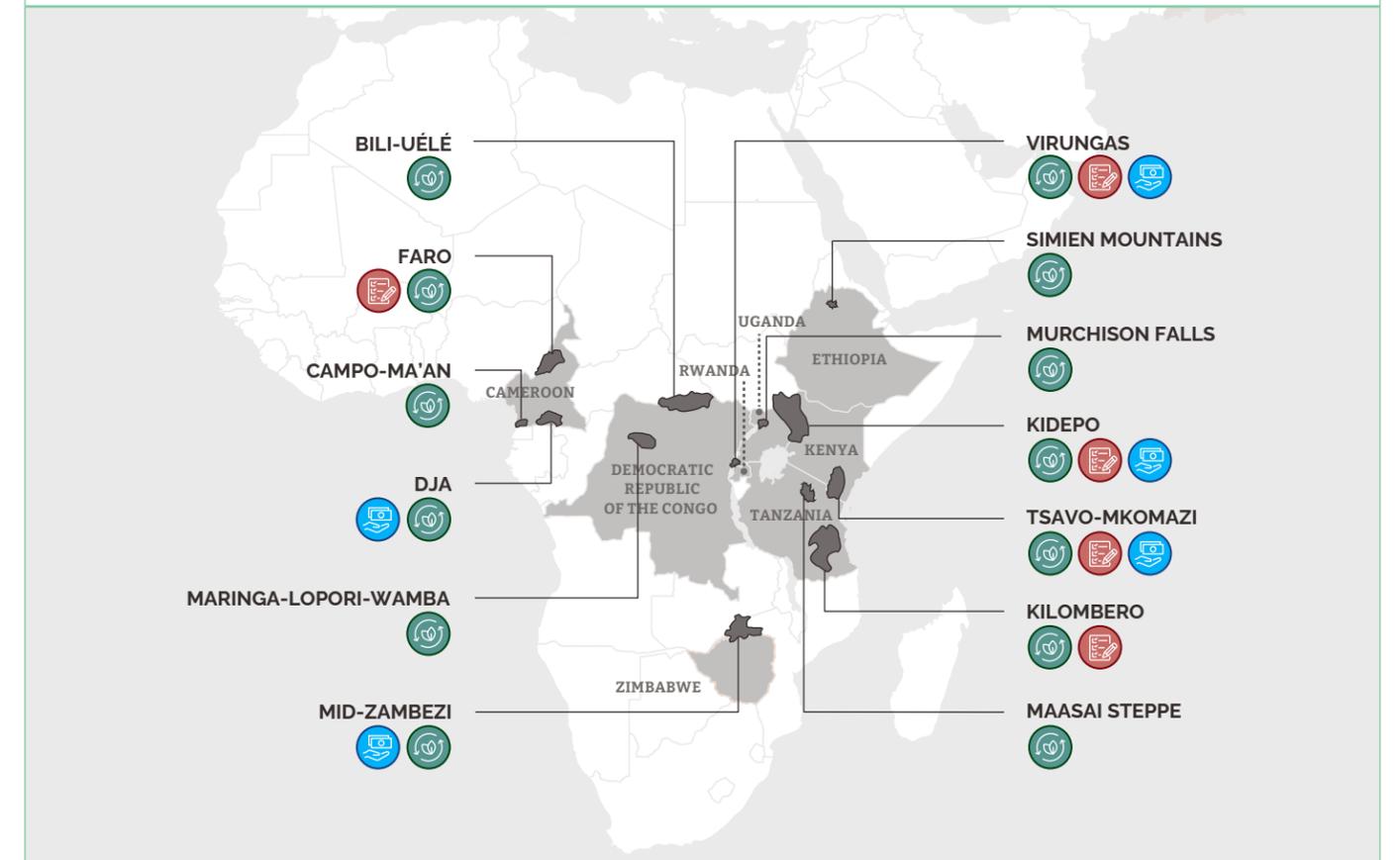
Indigenous People and Local Community (IPLC) members sensitized to their legal rights

# Creating Opportunity for People

## Biodiversity Economies

Fiscal Year 2025

Across Africa, AWF helps local communities and governments unlock value and benefits from wildlife and habitat conservation. We support countries in the recovery of nature-based tourism and landscape restoration, in diversification of sustainable livelihoods, in private-sector engagement for building sustainable economies that include wildlife, and in the national valuation of biodiversity as a sector contributing to GDP. In addition, we provide entrepreneurial and business development training for nature-based businesses and livelihoods across many of our landscape programs.



### Entrepreneurial Training

Entrepreneurial training involves equipping individuals with the knowledge, skills, and mindset needed to identify nature-friendly business opportunities, take risks, innovate, and effectively manage enterprises. Generally, it includes topics such as business planning, marketing, finance, and management.

### Enterprise

An enterprise refers to a business or organization created to produce goods or provide services, often with the aim of generating profit or achieving specific social and ecological objectives. Enterprises can range from small, individual businesses (microenterprises) to larger, more complex organizations.

### Sustainable Livelihoods

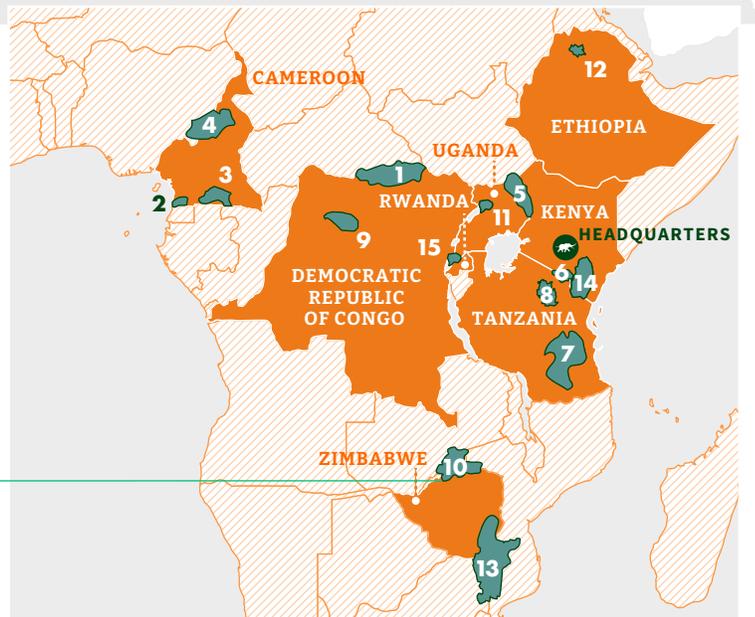
A livelihood is sustainable when it can cope with and recover from stresses and shocks, maintain or enhance its capabilities and assets, and provide opportunities for the next generation, while not undermining the natural resource base. Examples of sustainable livelihoods include beekeeping, fish farming, sustainable forestry, community-based natural resource management, and ecotourism.

**Where We Work** Fiscal Year 2025



**Landscapes with Field Programs**

- 1 BILI-UÉLÉ
- 2 CAMPO-MA'AN
- 3 DJA
- 4 FARO
- 5 KIDEPO
- 6 KILIMANJARO
- 7 KILOMBERO
- 8 MAASAI STEPPE
- 9 MARINGA-LOPORI-WAMBA
- 10 MID-ZAMBEZI VALLEY
- 11 MURCHISON FALLS
- 12 SIMIEN MOUNTAINS
- 13 SOUTHEAST LOWVELD
- 14 TSAVO-MKOMAZI
- 15 VIRUNGAS

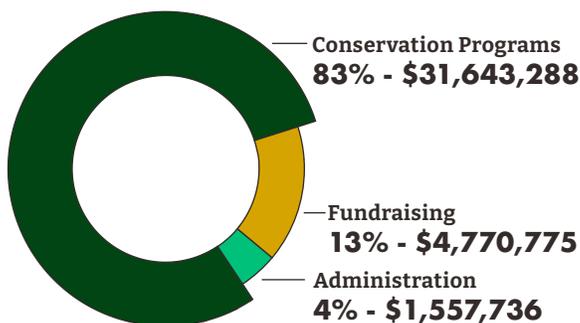


With the conclusion of our co-management agreement in Mana Pools National Park in March 2025, AWF transitioned away from on-the-ground work in Zimbabwe's Mid-Zambezi Valley. Our work with Zimbabwe's government and local partners on strategies to integrate growth and conservation regionally and at pan-African levels continues.

**Financials**

Since AWF's beginnings over 60 years ago, we've been a responsible steward of your contributions in service to Africa's wildlife and wild lands.

**Organizational Efficiency**



**Revenue Breakout**

